**Posters …………………………………………………………………………….. Critical Activity**

Answer all questions **in sentences**

[](http://dailydesigninspiration.com/advertisements/chi-partners/the-roy-castle-lung-cancer-foundation-deathbed/)**Lung Cancer poster**

What gives this poster **visual impact**? (what makes it eye catching?)

[2]

Explain the message the designer is **communicating**  [3]



**Think, Don’t Drink Poster**

Who is the target market for this poster? Why do you think that? [3]

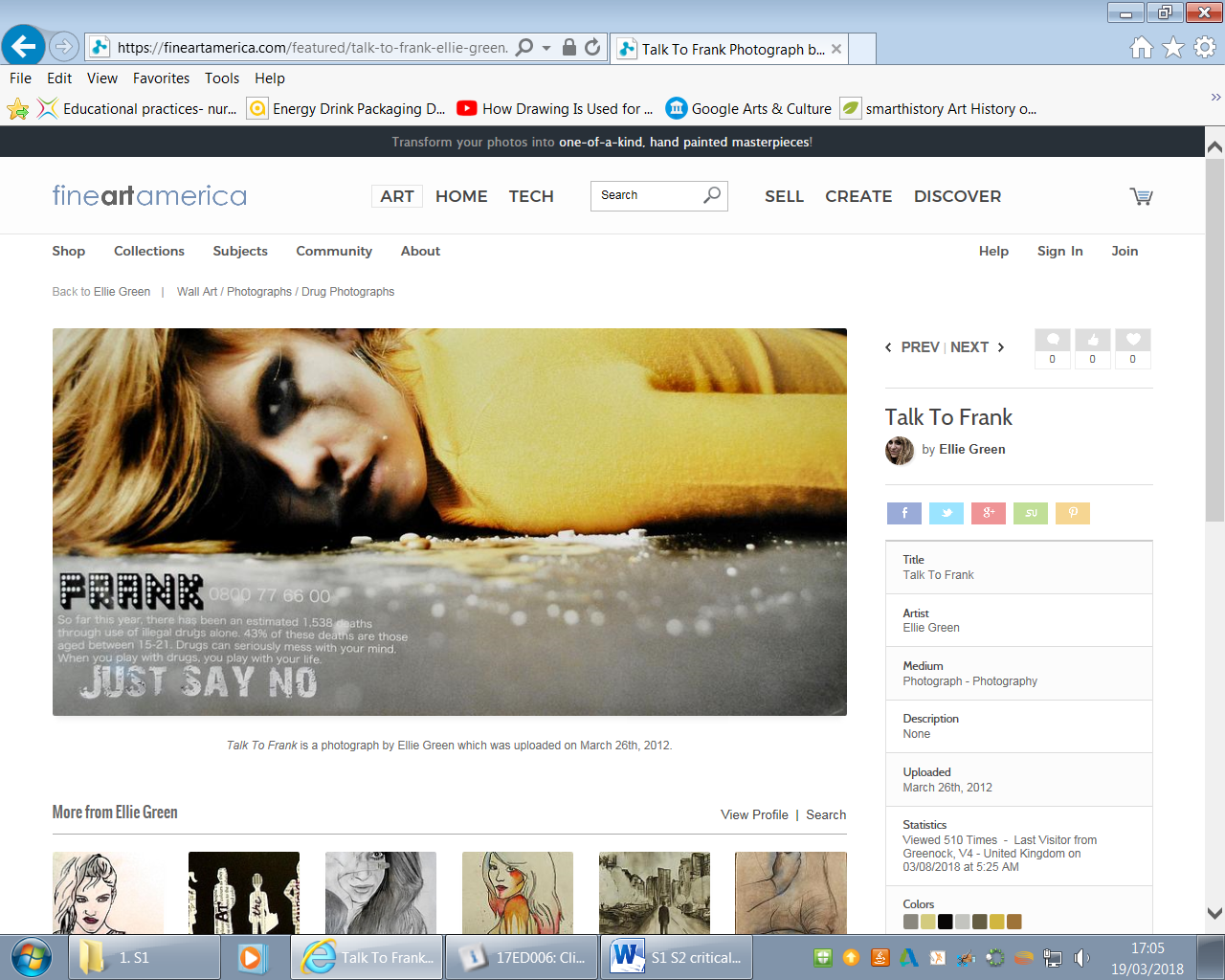
Do you think this poster is effective? Give 2 reasons [2]



**Eat Healthier poster**

What is the message this poster is communicating? [3]

What company is the poster criticising, and why? [2]



**Just Say No poster**

Who do you think the **target audience** is for this poster, and why? [2]

How would you improve this design? [1]

Which of these posters do you like best? **Give 2 reasons** [2]

***Scores of 15 or more will receive merits.*** *Don’t forget to put your name on your work.*